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# THE DIAMOND OF CUSTOMER EXPERIENCE - MYSTERY SHOPPING RESEARCH

Mystery shopping research is an effective and reliable data collection tool that "tracks the impression of a customer entering through the door" and identifies the "real shopping experience".

Mystery shopping research is the most effective and reliable method for evaluating and understanding your customers' service/product purchasing experiences and processes. These studies help you objectively comprehend and assess how your services, product quality, and sales processes are perceived by customers and whether they are satisfied or have complaints.

## Some advantages of mystery shopping research include:

**1. Neutrality:** Since the mystery shopper is an unidentified customer, they provide an unbiased and objective evaluation.

**2. Realistic Results:** This research relies on real customer experiences, making the obtained results genuine and reliable.

**3. Improvement Opportunities:** Businesses use information from mystery shopper reports to enhance their services and processes.

**4. Competitive Advantage:** Businesses that increase customer satisfaction gain a competitive edge.

**5. Staff Training:** Through mystery shopper reports, businesses identify staff training needs and improve customer service quality.

In your industry, the role of Mystery Shopping Research is particularly important. Regularly conducting these studies is essential to enhance the

value of every customer touchpoint and outshine competitors. In a comprehensive study of the quality of service offered in retail across various sectors in our country during the 2023 period, including fashion, electronics, appliances, accessories, and retail in general, the SERVICE QUALITY SCORE has been determined as 73. In your sector, this score is expected to be above 90, given the significance and value of the products; this necessitates providing a unique and unforgettable experience to every consumer entering your stores.

In recent times, our research indicates that we need to focus on profitability and sales-related matters. We see that improving product knowledge and providing training in areas such as sales, communication, and retail are crucial for store consultants. In this regard, experimental studies point toward targeting the hippocampus, related to memory, learning, knowledge, temperament, and sensory state in the brain of the sales team. Here are some hints:

**Information and Education:** Providing continuous training for sales personnel regarding detailed product knowledge and effective sales techniques will increase their expertise.

**Inspirational Messages from Top Management:** Top management can boost employees' energy with inspiring and motivational messages.

**Exciting Goals:** By highlighting team spirit and setting exciting goals, employee motivation can be enhanced.

**Rewarding:** As a motivational approach, rewarding achievements further boosts employee performance.

**At XSIGHTS,** we provide services in this field with our solid technological infrastructure, experienced team, extensive pool of mystery shoppers, and differentiating insights. For more information about our Customer Experience and Mystery Shopping Research, get in touch with our team with over twenty years of experience in this field at (nuray@xsights.co.uk) and take a step ahead with your customer experience.